



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

Waterfront Strategies
1010 Wisconsin Avenue
Washington, DC 20007

Contract # 338512

Schedule Dates 10/24/12-11/03/12
Advertiser Pol/Iss/Senate Majority (16628)
Agency/T-Code Waterfront Strategies (2541)/043489394
Product Political - Issue (1068)
Brand ISS/SENATE MAJORITY PAC (140432)
Salesperson Telerep/Washington DC, Washington DC (1040)
Sales Office Telerep/Washington DC
Buyer Name FURMAN,MIKE
Phone/Fax /
CPE 94/100/2204
Account Types National/Political
Billing Type Standard
Comments SENATE MAJ PAC 10/24.

***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 10/23/12
Last Modified 11/01/12
Entered By Jennifer Stewart
CO-OP Yes
Headline # 06392415
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$18,300.00
Net Total \$103,700.00
Sales Tax

Pittsburgh (WPXI)

By Broadcast Month Spots Rate
Oct. 2012 47 \$50,900.00
Nov. 2012 45 \$71,100.00
Grand Total: 92 \$122,000.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/24/12-10/26/12	4	:30	10A- Ellen				1	1	2			4	\$350.00	\$1,400.00	Pittsburgh (WPXI)	ELLEN/1	10/23/12
2.0	Normal Line / Spot	10/24/12-10/26/12	4	:30	10:59P- CHANNEL 11 NEWS AT 11P				1	1	1			3	\$2,000.00	\$6,000.00	Pittsburgh (WPXI)	LATE NEWS/2	10/23/12
3.0	Normal Line / Spot	10/24/12-10/26/12	4	:30	11:34P- TONIGHT SHOW				1	1	1			3	\$675.00	\$2,025.00	Pittsburgh (WPXI)	TONIGHT/3	10/23/12
4.0	Normal Line / Spot	10/24/12-10/26/12	4	:30	11:59A- Channel 11 News At Noon	1			X	X	X			1	\$375.00	\$375.00	Pittsburgh (WPXI)	NOON NEWS/4	10/23/12
5.0	Normal Line / Spot	10/24/12-10/26/12	4	:30	2:58P- Days Of Our Lives	2			X	X	X			2	\$500.00	\$1,000.00	Pittsburgh (WPXI)	DAYS/5	10/23/12
6.0	Normal Line / Spot	10/24/12-10/26/12	4	:30	4P- Judge Judy 4p				1	1	2			2	\$400.00	\$800.00	Pittsburgh (WPXI)	JUDY 4-430P/6	10/23/12
6.0.1	Closed Preempt	10/26/12															Pittsburgh (WPXI)	Pre-empt/Exception -	
6.0.2	Closed Preempt	10/26/12															Pittsburgh (WPXI)	Political/Exception -	
7.0	Normal Line / Spot	10/24/12-10/26/12	4	:30	4:29P- Judge Judy 430p				1	1	2			3	\$500.00	\$1,500.00	Pittsburgh (WPXI)	JUDY 430-5P/7	10/23/12
7.0.1	Closed Preempt	10/26/12															Pittsburgh (WPXI)	Pre-empt/Spot	
8.0	Normal Line / Spot	10/24/12-10/26/12	4	:30	5P- 5:30P (EST)	1			X	X	X			1	\$900.00	\$900.00	Pittsburgh (WPXI)	NEWS 5-530P/8	10/23/12
9.0	Normal Line / Spot	10/24/12-10/26/12	4	:30	5:30P- 6P (EST)	2			X	X	X			2	\$900.00	\$1,800.00	Pittsburgh (WPXI)	NEWS 530-6P/9	10/23/12
9.0.1	Closed Preempt	10/24/12															Pittsburgh (WPXI)	Pre-empt/Exception -	

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.

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Advertiser Pol/Iss/Senate Majority (16628)
Agency/T-Code Waterfront Strategies (2541)/043489394
Product Political - Issue (1068)
Brand ISS/SENATE MAJORITY PAC (140432)
Salesperson Telerep/Washington DC, Washington DC (1040)
Sales Office Telerep/Washington DC
Buyer Name FURMAN, MIKE
Phone/Fax /
CPE 94/100/2204
Account Types National/Political
Billing Type Standard
Comments SENATE MAJ PAC 10/24.

WPXI
4145 Evergreen Road
Pittsburgh, PA 15214



Waterfront Strategies
1010 Wisconsin Avenue
Washington, DC 20007

Date Entered 10/23/12
Last Modified 11/01/12
Entered By Jennifer Stewart
CO-OP Yes
Headline # 06392415
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$18,300.00
Net Total \$103,700.00
Sales Tax

Pittsburgh (WPXI)
By Broadcast Month
Oct. 2012 47 \$50,900.00
Nov. 2012 45 \$71,100.00
Grand Total: 92 \$122,000.00

***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
9.0.2	Closed Preempt	10/24/12															Pittsburgh (WPXI)	Pre-empt/Exception -	
10.0	Normal Line / Spot	10/24/12-10/26/12	4	:30	5:58P- Channel 11 News At 6pm M-F				1	1	1			3	\$1,000.00	\$3,000.00	Pittsburgh (WPXI)	NEWS 6-630P/10	10/23/12
11.0	Normal Line / Spot	10/24/12-10/26/12	4	:30	5:59A- Channel 11 News 6am	1			X	X	X			1	\$800.00	\$800.00	Pittsburgh (WPXI)	NEWS 6-7A/11	10/23/12
12.0	Normal Line / Spot	10/24/12-10/26/12	4	:30	6:59P- Jeopardy				1	1	2			3	\$1,800.00	\$5,400.00	Pittsburgh (WPXI)	JEOP 7-730P/12	10/23/12
12.0.1	Closed Preempt	10/26/12															Pittsburgh (WPXI)	Political/Spot -	
13.0	Normal Line / Spot	10/24/12-10/26/12	4	:30	6:58A- Today Show	5			X	X	X			5	\$800.00	\$4,000.00	Pittsburgh (WPXI)	TODAY 7-9A/13	10/23/12
14.0	Normal Line / Spot	10/24/12-10/26/12	4	:30	7:30P- WHEEL OF FORTUNE				1	1	2			4	\$1,800.00	\$7,200.00	Pittsburgh (WPXI)	WHEEL/14	10/23/12
15.0	Normal Line / Spot	10/24/12-10/26/12	4	:30	9A- Today Show 9a	2			X	X	X			2	\$400.00	\$800.00	Pittsburgh (WPXI)	TODAY 9-10A/15	10/23/12
16.0	Normal Line / Prime	10/29/12-10/29/12	3	:30	10P- Revolution 10-11P	1								1	\$5,000.00	\$5,000.00	Pittsburgh (WPXI)	REVOLUTION 10-11P/16	10/23/12
17.0	Normal Line / Prime	10/29/12-10/29/12	4	:30	7:57P- The Voice 8-10P	2								2	\$7,000.00	\$14,000.00	Pittsburgh (WPXI)	THE VOICE 8-10P/17	10/23/12
18.0	Normal Line / Spot	10/27/12-10/27/12	4	:30	10:59P- CHANNEL 11 NEWS AT 11P							1		1	\$2,100.00	\$2,100.00	Pittsburgh (WPXI)	LATE NEWS/18	10/23/12
19.0	Normal Line / Spot	10/27/12-10/27/12	4	:30	11:29P- NBC SATURDAY NIGHT LIVE							1		1	\$1,200.00	\$1,200.00	Pittsburgh (WPXI)	SNL/19	10/23/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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Contract # 338512

Schedule Dates

Advertiser

Agency/T-Code

Product

Brand

Salesperson

Sales Office

Buyer Name

Phone/Fax

CPE

Account Types

Billing Type

Comments

10/24/12-11/03/12

Pol/Iss/Senate Majority (16628)

Waterfront Strategies (2541)/043489394

Political - Issue (1068)

ISS/SENATE MAJORITY PAC (140432)

Telerep/Washington DC, Washington DC (1040)

Telerep/Washington DC

FURMAN,MIKE

/

94/100/2204

National/Political

Standard

SENATE MAJ PAC 10/24.

***** THIS IS A CASH IN ADVANCE SCHEDULE *****

10/23/12

Date Entered

Last Modified

Entered By

CO-OP

Headline #

Demo

Order Type

Package Deal

Commission %

Commission

Net Total

Sales Tax

11/01/12

Jennifer Stewart

Yes

06392415

Normal

15.00

\$18,300.00

\$103,700.00

Pittsburgh (WPXI)

By Broadcast Month

Spots

Rate

Oct. 2012

Nov. 2012

Grand Total:

47

45

92

\$50,900.00

\$71,100.00

\$122,000.00



Waterfront Strategies
1010 Wisconsin Avenue
Washington, DC 20007

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
20.0	Normal Line / Spot	10/27/12-10/27/12	4	:30	8A- 10:30A (EST)							1		1	\$375.00	\$375.00	Pittsburgh (WPXI)	SAT NEWS 8A-1030A/20	10/23/12
21.0	Normal Line / Spot	10/28/12-10/28/12	4	:30	11:30P- Channel 11 News Following Football 1130P								1	1	\$2,250.00	\$2,250.00	Pittsburgh (WPXI)	NEW FLW FB 1135P-1235A/21	10/23/12
22.0	Normal Line / Spot	10/28/12-10/28/12	4	:30	8A- 10A (EST)								1	1	\$375.00	\$375.00	Pittsburgh (WPXI)	SUN NEWS 8A-10A/22	10/23/12
23.0	Normal Line / Prime	10/30/12-10/30/12	4	:30	7:57P- The Voice 8-10P		1							1	\$7,000.00	\$7,000.00	Pittsburgh (WPXI)	THE VOICE 8-10P/23	10/23/12
24.0	Normal Line / Prime	10/30/12-10/30/12	4	:30	10:01P- Go On 10-10:30P		1							1	\$3,000.00	\$3,000.00	Pittsburgh (WPXI)	GO ON 10-1030P/	10/23/12
25.0	Normal Line / Prime	10/24/12-10/24/12	4	:30	10P- Chicago Fire 10-11P			1	1	1	1			1	\$4,500.00	\$4,500.00	Pittsburgh (WPXI)	CHICAGO FIRE 10-11P/	10/23/12
26.0	Normal Line / Spot	10/30/12-11/02/12	4	:30	10A- Ellen			1	1	1	1			4	\$350.00	\$1,400.00	Pittsburgh (WPXI)	ELLEN/26	10/23/12
27.0	Normal Line / Spot	10/30/12-11/02/12	4	:30	10:59P- CHANNEL 11 NEWS AT 11P		3	X	X	X	X			3	\$2,000.00	\$6,000.00	Pittsburgh (WPXI)	LATE NEWS/27	10/23/12
28.0	Normal Line / Spot	10/30/12-11/02/12	4	:30	11:34P- TONIGHT SHOW		3	X	X	X	X			3	\$675.00	\$2,025.00	Pittsburgh (WPXI)	TONIGHT/28	10/23/12
29.0	Normal Line / Spot	10/30/12-11/02/12	4	:30	11:59A- Channel 11 News At Noon		1	X	X	X	X			1	\$375.00	\$375.00	Pittsburgh (WPXI)	NOON NEWS/29	10/23/12
30.0	Normal Line / Spot	10/30/12-11/02/12	4	:30	2:58P- Days Of Our Lives		3	X	X	X	X			3	\$500.00	\$1,500.00	Pittsburgh (WPXI)	DAYS/30	10/23/12
31.0	Normal Line / Spot	10/30/12-11/02/12	4	:30	4P- Judge Judy 4p			1	1	1	1			1	\$400.00	\$400.00	Pittsburgh (WPXI)	JUDY 4-430P/31	10/23/12

CONFIRMATION CONTRACT

Date:

Accepted-Station:

Comments:

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Pittsburgh (WPXI)		
By Broadcast Month	Spots	Rate
Oct. 2012	47	\$50,900.00
Nov. 2012	45	\$71,100.00
Grand Total:	92	\$122,000.00

Contract #	338512	Date Entered	10/23/12
Schedule Dates	10/24/12-11/03/12	Last Modified	11/01/12
Advertiser	Pol/Iss/Senate Majority (16628)	Entered By	Jennifer Stewart
Agency/T-Code	Waterfront Strategies (2541)/043489394	CO-OP	Yes
Product	Political - Issue (1068)	Headline #	06392415
Brand	ISS/SENATE MAJORITY PAC (140432)	Demo	Normal
Salesperson	Telerep/Washington DC, Washington DC (1040)	Order Type	Package Deal
Sales Office	Telerep/Washington DC	Commission %	15.00
Buyer Name	FURMAN, MIKE	Commission	\$18,300.00
Phone/Fax	/	Net Total	\$103,700.00
CPE	94/100/2204	Sales Tax	
Account Types	National/Political		
Billing Type	Standard		
Comments	SENATE MAJ PAC 10/24.		

Contract #	338512	Date Entered	10/23/12
Schedule Dates	10/24/12-11/03/12	Last Modified	11/01/12
Advertiser	Pol/Iss/Senate Majority (16628)	Entered By	Jennifer Stewart
Agency/T-Code	Waterfront Strategies (2541)/043489394	CO-OP	Yes
Product	Political - Issue (1068)	Headline #	06392415
Brand	ISS/SENATE MAJORITY PAC (140432)	Demo	Normal
Salesperson	Telerep/Washington DC, Washington DC (1040)	Order Type	Package Deal
Sales Office	Telerep/Washington DC	Commission %	15.00
Buyer Name	FURMAN, MIKE	Commission	\$18,300.00
Phone/Fax	/	Net Total	\$103,700.00
CPE	94/100/2204	Sales Tax	
Account Types	National/Political		
Billing Type	Standard		
Comments	SENATE MAJ PAC 10/24.		

Contract #	338512	Date Entered	10/23/12
Schedule Dates	10/24/12-11/03/12	Last Modified	11/01/12
Advertiser	Pol/Iss/Senate Majority (16628)	Entered By	Jennifer Stewart
Agency/T-Code	Waterfront Strategies (2541)/043489394	CO-OP	Yes
Product	Political - Issue (1068)	Headline #	06392415
Brand	ISS/SENATE MAJORITY PAC (140432)	Demo	Normal
Salesperson	Telerep/Washington DC, Washington DC (1040)	Order Type	Package Deal
Sales Office	Telerep/Washington DC	Commission %	15.00
Buyer Name	FURMAN, MIKE	Commission	\$18,300.00
Phone/Fax	/	Net Total	\$103,700.00
CPE	94/100/2204	Sales Tax	
Account Types	National/Political		
Billing Type	Standard		
Comments	SENATE MAJ PAC 10/24.		

Contract #	338512	Date Entered	10/23/12
Schedule Dates	10/24/12-11/03/12	Last Modified	11/01/12
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Agency/T-Code	Waterfront Strategies (2541)/043489394	CO-OP	Yes
Product	Political - Issue (1068)	Headline #	06392415
Brand	ISS/SENATE MAJORITY PAC (140432)	Demo	Normal
Salesperson	Telerep/Washington DC, Washington DC (1040)	Order Type	Package Deal
Sales Office	Telerep/Washington DC	Commission %	15.00
Buyer Name	FURMAN, MIKE	Commission	\$18,300.00
Phone/Fax	/	Net Total	\$103,700.00
CPE	94/100/2204	Sales Tax	
Account Types	National/Political		
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Sales Office	Telerep/Washington DC	Commission %	15.00
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Phone/Fax	/	Net Total	\$103,700.00
CPE	94/100/2204	Sales Tax	
Account Types	National/Political		
Billing Type	Standard		
Comments	SENATE MAJ PAC 10/24.		

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
31.0.1	Closed Preempt	10/30/12															Pittsburgh (WPXI)	Program Change/Exception	
31.0.2	Closed Preempt	11/01/12															Pittsburgh (WPXI)	Political/Exception -	
31.0.3	Closed Preempt	11/02/12															Pittsburgh (WPXI)	Political/Exception -	
32.0	Normal Line / Spot	10/30/12-11/02/12	4	:30	4:29P- Judge Judy 430p	1	1	1	1	1				1	\$500.00	\$500.00	Pittsburgh (WPXI)	JUDY 430-5P/32	10/23/12
32.0.1	Closed Preempt	10/30/12															Pittsburgh (WPXI)	Program Change/Exception	
32.0.2	Closed Preempt	10/31/12															Pittsburgh (WPXI)	Political/Exception -	
32.0.3	Closed Preempt	11/01/12															Pittsburgh (WPXI)	Political/Exception -	
33.0	Normal Line / Spot	10/30/12-11/02/12	4	:30	5P- 5:30P (EST)	1		X	X	X	X			1	\$900.00	\$900.00	Pittsburgh (WPXI)	NEWS 5-530P/33	10/23/12
34.0	Normal Line / Spot	10/30/12-11/02/12	4	:30	5:30P- 6P (EST)	2		X	X	X	X			1	\$900.00	\$900.00	Pittsburgh (WPXI)	NEWS 530-6P/34	10/23/12
34.0.1	Closed Preempt	10/30/12															Pittsburgh (WPXI)	Pre-empt/Exception -	
35.0	Normal Line / Spot	10/30/12-11/02/12	4	:30	5:58P- Channel 11 News At 6pm M-F	2		X	X	X	X			1	\$1,000.00	\$1,000.00	Pittsburgh (WPXI)	NEWS 6-630P/35	10/23/12
35.0.1	Closed Preempt	10/30/12															Pittsburgh (WPXI)	Political/Exception -	

Accepted-Agency/Advertiser:				Accepted-Station:				Comments:			

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4145 Evergreen Road
Pittsburgh, PA 15214



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Sales Office Telerep/Washington DC
Buyer Name FURMAN, MIKE
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CPE 94/100/2204
Account Types National/Political
Billing Type Standard
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Last Modified 11/01/12
Entered By Jennifer Stewart
CO-OP Yes
Headline # 06392415
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Order Type Normal
Package Deal
Commission % 15.00
Commission \$18,300.00
Net Total \$103,700.00
Sales Tax

Pittsburgh (WPXI)
By Broadcast Month
Oct. 2012 47 \$50,900.00
Nov. 2012 45 \$71,100.00
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36.0	Normal Line / Spot	10/30/12-11/02/12	4	:30	5:59A- Channel 11 News 6am	2		X	X	X	X			2	\$800.00	\$1,600.00	Pittsburgh (WPXI)	NEWS 6-7A/36	10/23/12
37.0	Normal Line / Spot	10/30/12-11/02/12	4	:30	6:59P- Jeopardy	3		X	X	X	X			2	\$1,800.00	\$3,600.00	Pittsburgh (WPXI)	JEOP 7-730P/37	10/23/12
37.0.1	Closed Preempt	10/30/12															Pittsburgh (WPXI)	Pre-emp/Exception -	
38.0	Normal Line / Spot	10/30/12-11/02/12	4	:30	6:59A- Today Show	6		X	X	X	X			6	\$800.00	\$4,800.00	Pittsburgh (WPXI)	TODAY 7-9A/38	10/23/12
39.0	Normal Line / Spot	10/30/12-11/02/12	4	:30	7:30P- WHEEL OF FORTUNE	3		X	X	X	X			2	\$1,800.00	\$3,600.00	Pittsburgh (WPXI)	WHEEL 730P/39	10/23/12
39.0.1	Closed Preempt	10/30/12															Pittsburgh (WPXI)	Political/Exception -	
40.0	Normal Line / Spot	10/30/12-11/02/12	4	:30	9A- Today Show 9a	2		X	X	X	X			1	\$400.00	\$400.00	Pittsburgh (WPXI)	TODAY 9-10A/40	10/23/12
40.0.1	Closed Preempt	10/30/12															Pittsburgh (WPXI)	Political/Exception -	
41.0	Normal Line / Prime	10/31/12-10/31/12	4	:30	10P- Chicago Fire 10-11P				1						\$4,500.00		Pittsburgh (WPXI)	CHICAGO FIRE 10-11P/	10/23/12
41.0.1	Closed Preempt	10/31/12															Pittsburgh (WPXI)	Political/Exception -	
42.0	M/G For 6.0.1 / Spot	10/26/12-10/26/12	4	:30	4:58A- Channel 11 News 5am						1			1	\$300.00	\$300.00	Pittsburgh (WPXI)	EM 5-530A/6	10/24/12
43.0	M/G For 7.0.1 / Spot	10/26/12-10/26/12	5	:30	5:59A- Channel 11 News 6am						1			1	\$600.00	\$600.00	Pittsburgh (WPXI)	6-7a/7	10/24/12

CONFIRMATION CONTRACT

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By Broadcast Month	Spots	Rate
Oct. 2012	47	\$50,900.00
Nov. 2012	45	\$71,100.00
Grand Total:	92	\$122,000.00

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Schedule Dates	10/24/12-11/03/12	Last Modified	11/01/12
Advertiser	Pol/Iss/Senate Majority (16628)	Entered By	Jennifer Stewart
Agency/T-Code	Waterfront Strategies (2541)/043489394	CO-OP	Yes
Product	Political - Issue (1068)	Headline #	06392415
Brand	ISS/SENATE MAJORITY PAC (140432)	Demo	Normal
Salesperson	Telerep/Washington DC, Washington DC (1040)	Order Type	Package Deal
Sales Office	Telerep/Washington DC	Commission %	15.00
Buyer Name	FURMAN,MIKE	Commission	\$18,300.00
Phone/Fax	/	Net Total	\$103,700.00
CPE	94/100/2204	Sales Tax	
Account Types	National/Political		
Billing Type	Standard		
Comments	SENATE MAJ PAC 10/24.		

Contract #	338512	Date Entered	10/23/12
Schedule Dates	10/24/12-11/03/12	Last Modified	11/01/12
Advertiser	Pol/Iss/Senate Majority (16628)	Entered By	Jennifer Stewart
Agency/T-Code	Waterfront Strategies (2541)/043489394	CO-OP	Yes
Product	Political - Issue (1068)	Headline #	06392415
Brand	ISS/SENATE MAJORITY PAC (140432)	Demo	Normal
Salesperson	Telerep/Washington DC, Washington DC (1040)	Order Type	Package Deal
Sales Office	Telerep/Washington DC	Commission %	15.00
Buyer Name	FURMAN,MIKE	Commission	\$18,300.00
Phone/Fax	/	Net Total	\$103,700.00
CPE	94/100/2204	Sales Tax	
Account Types	National/Political		
Billing Type	Standard		
Comments	SENATE MAJ PAC 10/24.		

Contract #	338512	Date Entered	10/23/12
Schedule Dates	10/24/12-11/03/12	Last Modified	11/01/12
Advertiser	Pol/Iss/Senate Majority (16628)	Entered By	Jennifer Stewart
Agency/T-Code	Waterfront Strategies (2541)/043489394	CO-OP	Yes
Product	Political - Issue (1068)	Headline #	06392415
Brand	ISS/SENATE MAJORITY PAC (140432)	Demo	Normal
Salesperson	Telerep/Washington DC, Washington DC (1040)	Order Type	Package Deal
Sales Office	Telerep/Washington DC	Commission %	15.00
Buyer Name	FURMAN,MIKE	Commission	\$18,300.00
Phone/Fax	/	Net Total	\$103,700.00
CPE	94/100/2204	Sales Tax	
Account Types	National/Political		
Billing Type	Standard		
Comments	SENATE MAJ PAC 10/24.		

Contract #	338512	Date Entered	10/23/12
Schedule Dates	10/24/12-11/03/12	Last Modified	11/01/12
Advertiser	Pol/Iss/Senate Majority (16628)	Entered By	Jennifer Stewart
Agency/T-Code	Waterfront Strategies (2541)/043489394	CO-OP	Yes
Product	Political - Issue (1068)	Headline #	06392415
Brand	ISS/SENATE MAJORITY PAC (140432)	Demo	Normal
Salesperson	Telerep/Washington DC, Washington DC (1040)	Order Type	Package Deal
Sales Office	Telerep/Washington DC	Commission %	15.00
Buyer Name	FURMAN,MIKE	Commission	\$18,300.00
Phone/Fax	/	Net Total	\$103,700.00
CPE	94/100/2204	Sales Tax	
Account Types	National/Political		
Billing Type	Standard		
Comments	SENATE MAJ PAC 10/24.		

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
44.0	M/G For 9.0.1,9.0.2 / Prime	10/26/12-10/26/12	5	:30	10P- Dateline 10-11P	1					1			1	\$1,800.00	\$1,800.00	Pittsburgh (WPXI)	DATELINE/9	10/24/12
45.0	M/G For 6.0.2,12.0.1 / Sports-Football	10/28/12-10/28/12	5	:30	6:59P- Football Night In America	1							1	1	\$2,200.00	\$2,200.00	Pittsburgh (WPXI)	FNA/6	10/26/12
46.0	Normal Line / Spot	10/30/12-10/30/12	4	:30	4P- Channel 11 News 4-5P	1								2	\$450.00	\$900.00	Pittsburgh (WPXI)	NEWS 4-5P/MKGD	10/29/12
47.0	M/G For 41.0.1 / Prime	10/31/12-10/31/12	2	:30	9P- Law & Order SVU 9-10P	1			1					1	\$4,500.00	\$4,500.00	Pittsburgh (WPXI)	LAW & ORDER 9-10P	10/30/12
48.0	M/G For 31.0.2,31.0.3 / Spot	11/01/12-11/02/12	4	:30	5:59A- Channel 11 News 6am	1				X	X			1	\$800.00	\$800.00	Pittsburgh (WPXI)	EM 6-7a/31	10/30/12
49.0	M/G For 32.0.2,32.0.3 / Spot	11/01/12-11/02/12	5	:30	5:29A- Channel 11 News 530am	1				1	1			2	\$500.00	\$1,000.00	Pittsburgh (WPXI)	EM 530-6A/32	10/30/12
50.0	M/G For 34.0.1 / Sports- Local Pro	11/03/12-11/03/12	5	:30	2:30P- Pitt/Notre Dame Pre Game	1						1		1	\$900.00	\$900.00	Pittsburgh (WPXI)	pitt pre/34	10/31/12
51.0	M/G For 35.0.1,37.0.1,39.0.1,40.0.1 / Sports-Football	11/03/12-11/03/12	5	:30	3:30P- Notre Dame Football	1						1		1	\$5,000.00	\$5,000.00	Pittsburgh (WPXI)	Political/Spot - ND/35	10/31/12
52.0	M/G For 34.0.1 / Prime	11/02/12-11/02/12	4	:30	9P- Grimm 9-10P	1						1		1	\$2,900.00	\$2,900.00	Pittsburgh (WPXI)	Political/Spot - GRIMM/34	11/1/12

CONFIRMATION CONTRACT										Comments:									
Accepted Agency/Advertiser:					Accepted Station:					Date:					Comments:				

Contract

338512

Schedule Dates 10/24/12-11/03/12
Advertiser Pol/Iss/Senate Majority (16628)
Agency/T-Code Waterfront Strategies (2541)/043489394
Product Political - Issue (1068)
Brand ISS/SENATE MAJORITY PAC (140432)
Salesperson Telerep/Washington DC, Washington DC (1040)
Sales Office Telerep/Washington DC
Buyer Name FURMAN,MIKE
Phone/Fax /
CPE 94/100/2204
Account Types National/Political
Billing Type Standard
Comments SENATE MAJ PAC 10/24.

WPXI
4145 Evergreen Road
Pittsburgh, PA 15214



Waterfront Strategies
1010 Wisconsin Avenue
Washington, DC 20007

Date Entered 10/23/12
Last Modified 11/01/12
Entered By Jennifer Stewart
CO-OP Yes
Headline # 06392415
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$18,300.00
Net Total \$103,700.00
Sales Tax

Pittsburgh (WPXI)
By Broadcast Month
Oct. 2012 47 \$50,900.00
Nov. 2012 45 \$71,100.00
Grand Total: 92 \$122,000.00

***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
53.0	M/G For 51.0.1 / Prime	11/02/12-11/02/12	3	:30	10P- Revolution 10-11P	1					1			1	\$3,000.00	\$3,000.00	Pittsburgh (WPXI)	REV/35	11/1/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.